

Rep Order# 9776215 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 44905

Printed: 10/25/2012 8:11 AM  
Last Received: 10/24/2012 10:16 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product CROSSROADS GPS  
Estimate# 999  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //999  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGD FOR LINE 8. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	F	10P-11P	BLUE	:30	\$5,000.00	10/26-10/26	0	0	0	\$0.00	
				Sales Remark: V9 1X NA								
				V9 Comment Changed, Spots/week Changed								
	*24	SA	330P-7P	SEC FTBLL	:30	\$2,500.00	10/27-10/27	2	1	2	\$5,000.00	
				Sales Remark: V9 MKGD								
				V9 Added								

---REPORT TOTALS---

Report Totals: 2 / \$5,000.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$68,950.00 Nov 12: 6 / \$6,500.00  
Sales Totals: 42 / \$75,450.00  
Station Totals: 42 / \$75,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 22%
		WKRC 31%	WLWT 28%	WSTR 0%	WXIX 19%	

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Rep Firm  
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Books null  
Demos RA35+

Rep Order# 9776215 Ver# 8 Status Returned  
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Traffic Order# 44905

Printed: 10/24/2012 3:13 PM  
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--- REMARKS ---

pls see line 8  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	F	10P-11P	BLUE	:30	\$5,000.00	10/26-10/26	1	1	1	\$5,000.00	
				Station Remark: V8 1x na 10/26 no time. mg sat 10/27 330-7p sec fb 2x @ 2500. each								

---REPORT TOTALS---

Report Totals: 1 / \$5,000.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00

Sales Totals: 41 / \$75,450.00

Station Totals: 41 / \$75,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	22%
		WKRC	31%	WLWT	28%	WSTR	0%	WXIX	19%		

Books null  
Demos RA35+

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Agency C/P1/P2/E //999  
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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348



**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, October 24, 2012 2:12 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

**Order Information:**

Order #: 44905  
Order Total: \$75,450.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776215  
Estimate #: 999  
Flight Dates: 10/23/12 - 10/29/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44905-8-1):

Rate: \$5,000.00  
Air Date: Fri 10/26/12  
Eligible Days: -----F-----  
Inventory Code: Fri Reg 3  
Inventory Description: Fri Reg 3  
Inventory Code Time: 10:00 PM-11:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: No Avail

2x Sat 3:30-7P (Sec-FB)  
on 10/27 @ \$2500 each

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44905</b>												
<b>Line: 1</b>												
10/25/12	Thursday	2:28:36 PM	:30	\$500.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	2	MWASH-
10/26/12	Friday	2:29:16 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	4	MWASH-
											2	
<b>Line: 2</b>												
10/24/12	Wednesday	1:28:01 PM	:30	\$850.00	OHSNT\	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	999	P-2	2	MWASH-
10/25/12	Thursday	1:05:06 PM	:30	\$850.00	OHSNT\	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	999	P-2	3	MWASH-
10/26/12	Friday	1:27:31 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	999	P-2	1	MWASH-
											3	
<b>Line: 3</b>												
10/23/12	Tuesday	5:23:25 PM	:30	\$1,200.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	3	MWASH-
10/24/12	Wednesday	5:04:19 PM	:30	\$1,200.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1	MWASH-
10/25/12	Thursday	5:19:32 PM	:30	\$1,200.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	4	MWASH-
10/26/12	Friday	5:12:08 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	2	MWASH-
											4	
<b>Line: 4</b>												
10/23/12	Tuesday	7:28:35 PM	:30	\$900.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	7:22:29 PM	:30	\$900.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	3	MWASH-
10/25/12	Thursday	7:27:34 PM	:30	\$900.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	4	MWASH-
10/26/12	Friday	7:10:42 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	2	MWASH-
											4	
<b>Line: 5</b>												
10/23/12	Tuesday	11:10:12 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	11:11:00 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	2	MWASH-
10/25/12	Thursday	11:23:45 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	3	MWASH-
10/26/12	Friday	11:11:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	4	MWASH-
											4	
<b>Line: 6</b>												
10/23/12	Tuesday	11:33:00 PM	:30	\$2,400.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	11:11:26 PM	:30	\$2,400.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	4	MWASH-
10/25/12	Thursday	11:19:27 PM	:30	\$2,400.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	3	MWASH-
10/26/12	Friday	11:18:52 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	5	MWASH-
10/27/12	Saturday	11:05:35 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	2	MWASH-
10/28/12	Sunday	11:12:06 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	6	MWASH-
											6	
<b>Line: 7</b>												
10/23/12	Tuesday	9:59:28 PM	:30	\$6,500.00	OHSNT\	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	999	P-2	1	MWASH-
											1	
<b>Line: 9</b>												
10/27/12	Saturday	2:44:50 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	2	MWASH-

[Filtered by: ] [Sorted by: Station]



# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44905												
Line: 9												
10/27/12	Saturday	2:30:40 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	1	MWASH
											2	
Line: 10												
10/27/12	Saturday	3:28:26 PM	:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 11												
10/27/12	Saturday	5:59:26 PM	:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 12												
10/28/12	Sunday	5:59:16 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	999	P-1	1	MWASH
											1	
Line: 13												
10/28/12	Sunday	1:39:12 PM	:30	\$7,000.00		AFC Regular Season	(1:00:00 PM-4:00:00 PM)	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 15												
10/28/12	Sunday	3:40:38 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 16												
10/29/12	Monday	3:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 17												
10/29/12	Monday	4:28:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	999	P-2	1	MWASH
											1	
Line: 18												
10/29/12	Monday	5:28:11 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1	MWASH
											1	
Line: 19												
10/29/12	Monday	7:10:12 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 20												
10/29/12	Monday	11:58:30 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 21												
10/29/12	Monday	11:25:52 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1	MWASH
											1	
Line: 22												
10/27/12	Saturday	3:27:55 PM	:30	\$500.00		Big East Football	(12:00:00 PM-3:30:00 PM)	CROSSROADS GPS	999	P-4	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44905</b>												
<b>Line: 22</b>												
10/27/12	Saturday	1:44:50 PM	:30	\$500.00		Big East Football	(12:00:00 PM-3:30:00	CROSSROADS GPS	999	P-4	2	MWASH-
											2	
<b>Line: 23</b>												
10/28/12	Sunday	2:58:26 PM	:30	\$7,500.00		NFL Regular Season	(1:00:00 PM-4:00:00	PCROSSROADS GPS	999	P-3	1	MWASH-
											1	
<b>Line: 24</b>												
10/27/12	Saturday		:30	\$2,500.00		SEC Football	(3:30:00 PM-7:00:00	PCROSSROADS GPS	999	P-3	1	MWASH-
10/27/12	Saturday		:30	\$2,500.00		SEC Football	(3:30:00 PM-7:00:00	PCROSSROADS GPS	999	P-3	2	MWASH-
											2	
											42	
											42	
											42	
											42	
											42	
											42	

[Filtered by: ] [Sorted by: Station]